

1 **Remarks/Arguments:**

2 Independent claims 1 and 5 have been amended to more clearly distinguish the present
3 invention from the Mirza prior art.

4 In the Office action dated June 16, 2006, the Examiner rejects the claims "because
5 Mirza discloses a sign or message [that] can be viewed from the front panel and another sign
6 or message can be viewable from the rear panel." Independent claims 1 and 5 have been
7 further amended to specify that the viewer of the sign according to the present invention sees
8 the information carried on the cover sheet along with (or simultaneously with) a graphic image
9 on one or more opaque sheets. In other words, the viewer of the sign of the present invention
10 sees the alphanumeric information and the graphic image simultaneously. The only way for
11 the viewer of the Mirza prior art signage system to see the information displayed on both signs
12 15a and 15b is to move from the front of the sign to the back of the sign and to view the sign
13 from the front and back. This requirement is made clear by the language at Mirza column 4,
14 lines 52-60, and from Mirza column 2, lines 1-3. Mirza simply does not allow the viewer to see
15 information on sign 15a along with (or simultaneously) information on sign 15b. Allowing the
16 viewer to see information on the cover sheet along with a graphic image is an important aspect
17 of the present invention.

18 The support for the language added to claims 1 and 5 of the present invention is
19 provided at page 1, lines 11-12, which provides "The selected graphic image is viewable
20 through the transparent cover" and at page 2, lines 12-15, which specifies that the invention
21 operates "to display selected graphic images along with the alphanumeric data displayed by
22 the cover sheet."

23 The undersigned submits that the present invention as defined by claims 1 and 5 as
24 amended is clearly patentably distinguishable over Mirza as well as the other prior art items
25 which have been mentioned but not relied upon, for reasons stated below.

1 First, the Delaquila et al patent 5,832,643 provides a backlit and full view changeable
2 display sign. However, this system does not teach the combination of the present invention
3 wherein alphanumeric information on a transparent cover sheet is viewable along with or
4 simultaneously with a graphic display carried immediately behind the cover sheet.

5 The Crum U.S. patent 6,982,114 provides a magnetic enclosure for documents and/or
6 photographs. The magnetic material serves as a backing member for a transparent sleeve,
7 wherein the sleeve supports and displays the material in a convenient fashion. However, the
8 Crum reference not only requires the use of magnetic material but requires the use of
9 adhesive layers applied and laminated to the magnetic surface to permanently support a
10 transparent sleeve. The Crum reference is concerned with containing and protecting visual
11 material carried by the transparent sleeve which is in turn adhesively laminated to the
12 magnetic layer. The present invention provides alphanumeric information and graphic
13 displays, both of which are readily changeable and viewable simultaneously from the front of
14 the sign. No magnetic backing and no adhesive strips are required by the present invention.

15 For the above reasons, the undersigned submits that the remaining claims in the
16 application are patentable over the prior art and favorable action is requested.

17 Respectfully submitted,

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on Sept. 15, 2006
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5 Sept. 15, 2006
Date**